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APR 23 1925

Little Page

Wide Awake

a Photoplay in 2 vols.

Author of Photoplay White Productions  
The U.S.A.

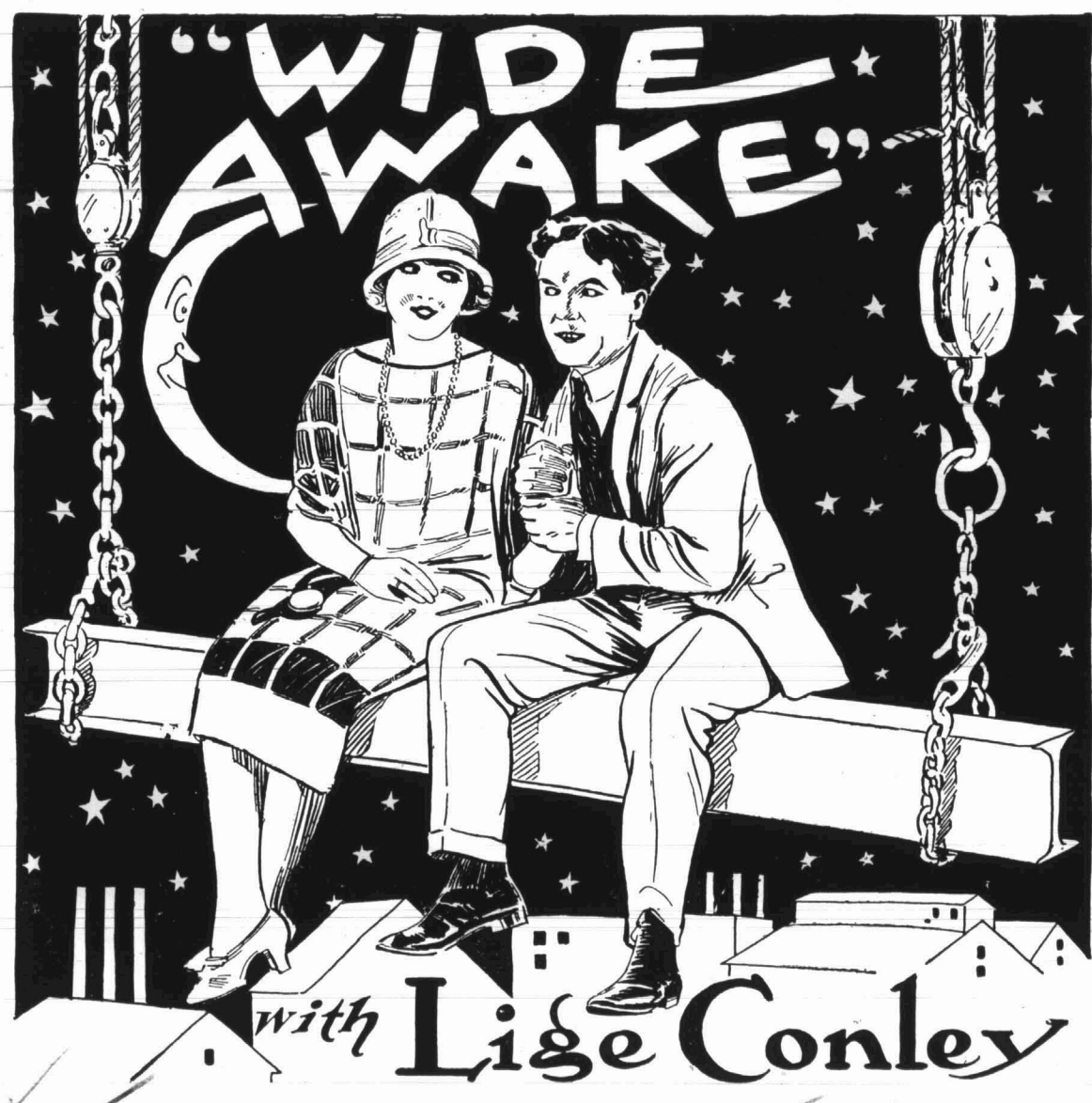
4/23/25

APR 23 1925

# PRESS SHEET

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## MERMAID COMEDIES



Directed by Norman Taurog



EDUCATIONAL FILM EXCHANGES, Inc.  
MADE IN U. S. A.

## THRILLS, SHIVERS, ACTION AND LOTS OF LAUGHS IN NEW MERMAID

### Sets Used in "Wide Awake" Largest Ever Constructed for Comedy Purposes

You can't imagine what a lot of comedy can be crammed into two reels of film until you've seen the latest Mermaid Comedy, "Wide Awake."

A picture embracing two reels of the fast action for which the Mermaid Company is famous; a comedy laid in sets that are larger than anything ever constructed for strictly comedy purposes; a story full of thrills and shivers for your patrons, mixed with hundreds of side-splitting laughs and headed by a comedy star who has won a name for himself among the real topnotch leaders of the comedy field—that's what you are getting in "Wide Awake."

The big sets are those depicting the busy shipyards in full swing. In one of them a big ocean steamship is seen upon the ways; electric cranes and magnets, blast furnaces and trip-hammers and other shipyards appliances give the Mermaid forces plenty of material for new and clever gags and lots of them. Action and laughs every minute; speed, thrills and originality make "Wide Awake" one of the best comedies you have ever had the pleasure of presenting to your patrons.

#### The Story

Business is humming at the plant of the "Sink Easy" Ship Company where Lige is assistant foreman. The yard had just completed a ship which is to be turned over to a syndicate of foreign buyers as soon as she is inspected and approved. After many mishaps the ship is accepted and a check is handed the owner of the yards in payment but a wandering breeze carries the precious bit of paper through an open window and Lige starts in pursuit.

Back at the shipyards the owner overhears the foreman plotting with some of the men to blow up the ship. The boss plans to nab the men in the act and he sets Lige to help the colored watchmen guard the ship.

Lige enters the plant unknown to the watchmen and almost frightens them to death as they have been talking about ghosts. Otto and his pals sneak into the plant and in endeavoring to elude the watchmen back up against a freshly painted lattice work and in the dark they resemble skeletons. When Lige sees them he is sure the place is haunted.

Otto and his pals realize that too many queer things are happening about the plant for their comfort and they make haste to plant the dynamite. But in their hurry they drop it and there is an explosion which hurls them through the roof and they drop to the floor with their heads stuck through a plank which holds them and makes them easy prisoners for Lige.

The owner arrives and is congratulating Lige upon his bravery in saving the ship and is offering him the hand of his daughter when Lige touches the handle of a trip-hammer—and is promptly knocked through the floor.



LIGE  
CONLEY

in EDUCATIONAL MERMAID COMEDIES

For Electro Order No. 3593-E  
For Mat (Free) Order No. 3593-M

#### WHAT OTHERS SAY About Recent Mermaid Comedies

"Fast and Furious—with Lige Conley. (Educational-Mermaid) This is very good. I have never had a poor Mermaid Comedy yet. I consider them the very best available."

L. V. Feldman,  
Orpheum Theatre, Pipestone, Minn.  
(From Amusements)

#### WHO'S WHO

in

#### "Wide Awake"

Assistant Foreman  
..... LIGE CONLEY

Foreman..... Otto Fries

Owner..... Jack Lloyd

His Daughter..... Estelle Bradley

Directed by Norman Taurog

#### EXPLOITATION

If you are following the box-office reports in the trade papers (and every exhibitor should read them) you will notice that the great majority of exhibitors commenting on Short Subjects are enthusiastic about Mermaid Comedies, rating them as excellent.

From your own experiences in running these comedies you know they are excellent entertainment and please your audiences one hundred per cent. They are certified entertainment. Are you making them certified seat-sellers?

You can do this by giving a little thought to exploiting and advertising these comedies. You know they are excellent entertainment. Do your patrons know when you are running them? Are you putting up the paper and using the lobby photos and slides which can be secured at your exchange?

These accessories are made up to enable you to make larger profits on these comedies, but they will not help you as long as they are in the exchange. Get them out and make them work for you. The cost is small. The returns are certain.

#### PARAGRAPHS

#### For Your Program

In addition to the feature—Lige Conley's latest Mermaid Comedy, "Wide Awake"—two reels.

\* \* \*

A half-hour of fast fun, thrills, shivers and side-splitting comedy—Lige Conley in "Wide Awake."

\* \* \*

You just can't help laughing at Lige Conley and the Mermaid funmakers in their latest two-reel comedy, "Wide Awake."

\* \* \*

Comedy attraction extraordinary—Lige Conley and the Mermaid merry-makers in "Wide Awake." Two reels of fast fun.

\* \* \*

You'll roar with laughter when you see the latest Educational-Mermaid Comedy, "Wide Awake" with Lige Conley and Estelle Bradley.

## SPEED, SPOOKS AND LAUGHS IN MERMAID COMEDY

### "Wide Awake" with Lige Conley Is Two Reels of Fast Fun

(Newspaper review for use after showing  
of picture)

Speed and spooks are mixed into two hilarious reels of rapid fire comedy action in the latest Educational-Mermaid Comedy, "Wide Awake" which is providing the patrons of the ..... Theatre with about twenty minutes of side-splitting laughter this week.

"Wide Awake" is one of those high-speed laughmakers from the famous Mermaid Studios where "speed and originality" is the order of the day in comedy making. The producers have added more than that to the formula of this comedy however, for "Wide Awake" contains some of the largest sets ever erected for strictly comedy purposes.

The main part of the picture is laid in a ship-yard set in which has been constructed the stern of a large ocean liner and the various cranes, forges, furnaces and trip-hammers which are used in the production of the modern steel steamship.

Lige Conley, the star is seen as the assistant foreman in the shipyard, and the plot centers around the attempts of the rascally foreman and his cohorts to destroy the completed ship. The spooky action takes place when both Lige and the plotters mistake each other for ghosts.

Lige is supported by Estelle Bradley as leading lady with Otto Fries as the villain. Others in the cast are Robert Kortman, George Ovey and Jack Lloyd. The direction is by Norman Taurog.

### "WIDE AWAKE" FULL OF COMEDY

(Newspaper review for use after showing  
of picture)

Full of thrills, shivers, laughs and excellent comedy, Lige Conley's latest Educational-Mermaid two-reeler, "Wide Awake" is providing a half-hour of hilarity in addition to the feature attraction at the ..... Theatre this week.

Some of the largest sets ever seen in a two-reel comedy are used in this picture and serve to emphasize the extent to which these popular laugh-makers have improved over the old-time comedy.

Lige Conley, as fast and as funny as ever, is the featured player and he is supported by a new leading lady, Estelle Bradley, a prize-winning beauty lately signed by the Mermaid Company.

## HUGE SETS IN "WIDE AWAKE" RIVAL THOSE IN BIG FEATURES



LIGE CONLEY  
and  
ESTELLE BRADLEY  
In a scene from  
"WIDE AWAKE"

For Electro Order No. 3647-E  
For Mat (Free) Order No. 3647-M

### CONLEY PICKS GEORGIA PEACH

(Prepared as advance publicity story)

Lige Conley has picked a Georgia Peach for his leading lady in his latest Educational-Mermaid Comedy, "Wide Awake" which will be at the ..... Theatre ..... She is Miss Estelle Bradley, of Atlanta, Georgia, and winner of several prizes for beauty.

Miss Bradley's most recent triumph before joining the Mermaid organization was when she was selected as "Miss Atlanta" to represent the Southern city at a recent beauty contest at Atlantic City where she was proclaimed winner of the prize for beauty for the Southern division. Immediately after winning these honors she was signed by Jack White to play leads.

### Two Reel Comedy Made on Scale of Largest Feature Pictures

(Prepared as advance publicity story)

That the two-reel comedy has reached the same magnitude of production as has its longer and more pretentious five, six and seven-reel dramatic brothers is evidenced by the size of the sets used in the making of the new Educational-Mermaid Comedy "Wide Awake" which will be on the bill at the ..... Theatre .....

For years the short comedy, regarded as a stop-gap, was used to fill in the running time of a program. Neither producers nor distributors gave much time or thought to the production of the funny pictures and it was the advent of Educational Film Exchange, Inc., into the field which brought the two-reel comedy to its rightful place in the amusement field.

"Wide Awake," which is a fair sample of the quality of the modern two-reel comedy, employs sets and locations as pretentious and as true to detail as those used in the largest features. The ship-yard set in this comedy occupied the entire stage space at the Fine Arts studio—the studio in which several of Griffith's huge masterpieces were produced. So large is the set that it comprises the stern of a huge liner on the ways, the cranes and various huge mechanisms used in the construction of the modern ocean steamship.

The cast is headed by Lige Conley, a comedy star whose following is as large as any but the best of the stars in the dramatic productions.

### MAKES FILM BOW IN "WIDE AWAKE"

(Prepared as advance publicity story)

Lige Conley has surrounded himself with an exceptional cast in his new Educational-Mermaid Comedy, "Wide Awake" which will be at the ..... Theatre .....

As his leading lady will be seen Miss Estelle Bradley, a newcomer to the screen making her debut in Mermaid Comedies. She is a prize-winning beauty from Atlanta, Georgia.

As villain in the comedy will be seen Otto Fries, familiar to all comedy lovers, and Robert Kortman. George Ovey also has an important role in the picture and Jack Lloyd, well known Mermaid character man, is seen in a familiar role.



## RESULTS

When you book a program for your house you are booking more than entertainment for your patrons. You are doing more than selecting enough film to fill in the running time of your show.

Furnishing a program of entertainment for your patrons is a mighty important task. The present and future of your theatre demand that this task be done with care. It is only by furnishing good entertainment that you are able to stay in business at all.

But does your responsibility toward your business end with booking a program and showing it to your patrons?

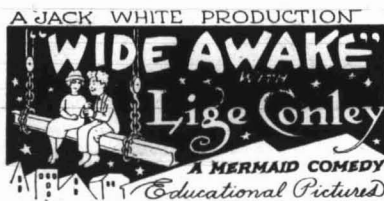
Booking a good program is only half of the battle. The best program in the world would get you nothing without some form of advertising. If you kept it a secret from your public you could not pay running expenses with the finest assortment of pictures in the market. You advertise in a fashion in order to exist.

But do you advertise every item on your program with the same care you exercised in picking these same pictures? Or are you doing your advertising in a haphazard way, shooting for general results by advertising the feature attraction only—and trusting that the attendance will pay your bills and provide a little surplus?

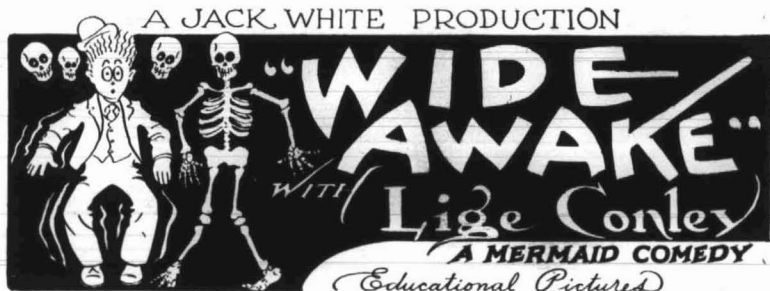
The two-reel comedy on your program is just as valuable an advertising item as it is an entertainment item. It provides more entertainment per foot than its bigger companions on the bill.

The real value of advertising space is measured by the results it produces. The advertising dollar spent on Mermaid Comedies will produce more results; will secure more patronage, friends and good will than advertising money spent on the rest of your program.

Spend your advertising money where it will do the most good. Advertise your Educational two-reel comedies. Then it will pay big and profitable dividends.



One Column by One Inch "Ad" Cut.  
For Electro Order No. 3648-E  
For Mat (Free) Order No. 3648-M



Two Column by One and One Half Inch "Ad" Cut.  
For Electro Order No. 3649-E  
For Mat (Free) Order No. 3649-M

For Three Column Cut on Page One Order  
Electro No. 3650-E Mat (Free) No. 3650-M

## ACCESSORIES

\* \* \*

### Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats  
One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

## CATCHLINES

### For Newspaper "Ads"

Lige Conley and a big cast in "Wide Awake"—a rattling good Mermaid Comedy.

\* \* \*

Two reels of fast and furious Mermaid Comedy—a laugh in every foot. Lige Conley in "Wide Awake."

\* \* \*

Lige Conley and Estelle Bradley, beauty queen of the South, in a rip-roaring Mermaid Comedy, "Wide Awake."

\* \* \*

Full of thrills, shivers, laughs and excellent comedy. Lige Conley's latest Mermaid Comedy, "Wide Awake."

\* \* \*

The largest sets ever used in comedy—See them in "Wide Awake," the new Educational-Mermaid side-splitter.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS.

APR 23 1925

Dated at Wash DC  
April 23 1925.

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

Dear Sir:

The undersigned claimant of Copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59  
and 60 of the Act of March 4, 1909, of one or both of the deposited copies

of the 2 parts entitled Wide Awake  
2 vols

deposited in the Copyright Office on 4/23/25 and registered  
under class Xc., No. ©CIL 21395.

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address: \_\_\_\_\_

\_\_\_\_\_ or

to \_\_\_\_\_

at \_\_\_\_\_

Signed W L Sumner  
(Claimant of Copyright)

W L Sumner

APR 27 1925

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National Audio-Visual Conservation Center  
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